

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 387 Issue 1



WSPA-TV

250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Original

Client: Barack Obama/ D/ President	Submission Cost: 28200	Campaign Ref: E:120802001
Buyer: . . .	Client/Product/Estimate: 96 /101 /1536	Sale Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06260799
Est./PO Number: 06260799	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

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Product: Obama For America	Booking Group: WSPA	Key Market: Greenville Spartanburg
Demographic: (L) Household	Order:	Ashevil
		28200

Ref	Sales Product Details	Rate	Spot Type	Nbr of Spots	09/03	09/10	09/17	09/24	10/01	Total	Cost
1	M-F 11a ET / 10a CT Price Is Right TWTF..	225	30 Comme	Nbr of Spots	2	2	2	2		8	1800
2	M-F 730p Scene On 7 TWTF..	250	30 Comme	Nbr of Spots	2	2	2	2		8	2000
3	M-F 9a Dr Phil .TWTF..	150	30 Comme	Nbr of Spots	1	1	1	1		4	600
4	Fri 10p ET / 9p CT Blue Bloods ...F..	1200	30 Comme	Nbr of Spots		1				1	1200
5	Fri 10p ET / 9p CT Blue Bloods ...F..	1200	30 Comme	Nbr of Spots				1		1	1200
6	Fri 9p ET / 8p CT CSI NY ...F..	900	30 Comme	Nbr of Spots				1		1	900
7	Sat SEC Football ...S.	750	30 Comme	Nbr of Spots				1		1	750
8	Sat 7p Access Hollywood ...S.	150	30 Comme	Nbr of Spots	1					1	150
Weekly Totals:				Total Spots(Ord Spots)	8	11	12	14	1	46	

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Buyer: ..	Client/Product/Estimate: 95 / 101 / 1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06260799
Est./PO Number: 06260799	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
9	Sat 7p NewsS	150	30 Comme		1	1	1		3	450
10	Sat 730p King Of Queens ...S	200	30 Comme		1				1	200
11	Sat 730p Access Hollywood ...S	200	30 Comme		1	1	1		3	600
12	Sun 10p ET / 9p CT MentalistS	1000	30 Comme				1		1	1000
13	Sun 8p ET / 7p CT Big BrotherS	1700	30 Comme	1					1	1700
14	Sun 9p ET / 8p CT 3S	1300	30 Comme			1			1	1300
15	Thu 10p ET / 9p CT Person Of Interest ...T...	2000	30 Comme		1				1	2000
16	Thu 10p ET / 9p CT Elementary ...T...	2000	30 Comme				1		1	2000
17	Tue 8p ET / 7p CT NCIS ..T....	2500	30 Comme			1	1		2	5000
18	Tue 9p ET / 8p CT NCIS Los Angeles ..T....	1800	30 Comme		1				1	1800
19	Wed 10p ET / 9p CT CSI W.....	1200	30 Comme				1		1	1200
Weekly Totals: Total Spots(Ord Spots)				8	11	12	14	1	46	

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Ref	Sales Product Details	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
20	Wed 8p ET / 7p CT Survivor W.....	1650	30 Comme				1		1	1650
21	M-F 9a Dr Phil M.....	150	30 Comme		1	1	1	1	4	600
Weekly Totals: Total Spots(Ord Spots)				8	11	12	14	1	46	

Grand Totals						
Month 9 Weeks: 5					Month 10 Weeks: 4	
	09/03	09/10	09/17	09/24		10/01
Totals						
Spots	46	8	11	12	14	
Cost	28200	3150	6700	7050	11150	150

Grand Totals:	Spots: 46
	Gross Total: 28,200.00
	Commission: 4,230.00
	Net Total: 23,970.00

FAX# 703-516-9680
AUG2/12 16.23
HARRIS REPORT FROM REP
CHANGES ** WSPA-TV ***

REP. #	OFF. #	SALESMAN #
BUYER NAME	LAURA BASSETT	
SALES PRSN	WA- MICA HANSEN	(H)

	CLASS: NATL.	LOCAL	REGIONAL
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CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG2/12 16.23

REVISED ORDER
LNS 7 & 8 ZEROED WKS OF SEPT15-SEPT29
ADDED LNS 18-20

TTL SAME
PLS CFM
THANKS, MIKE FOR MICA

STIA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:

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GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

OBAMA FOR AMERICA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

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AGENCY ADVERTISER CODE = 95      AGENCY EST# = 1536
AGENCY PRODUCT CODE = 101

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7	E	700P-730P	30	\$150.00	9/8	9/8	1	SAT	1
7	E	700P-730P	30	\$150.00	9/15	9/29	0	SAT	0

PROGRAM : ACCESS HOLLYWOOD
CON COM1: ACCESS HOLLYWOOD

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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18	A		700P-730P	30		\$150.00	9/15	9/29	1		SAT	3
PROGRAM : NEWS ORD COM1 : PROGRAM CHANGES SPOTS ARE BOOKED PLS ADV THIS IS A MAKE-GOOD FOR SEP15-SEP29 ON LINE-7 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR SEP15-SEP29 ON LINE-8 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR SEP27 ON LINE-12 FOR 1 SPOT/WK												

19	A		730P-800P	30		\$200.00	9/15	9/29	1		SAT	3
PROGRAM : ACCESS HOLLYWOOD ORD COM1 : PROGRAM CHANGES SPOTS ARE BOOKED PLS ADV PART OF A MAKEGOOD MADE UP OF LINES 18-20												

20	A		1000P-1100P	30		\$2,000.00	9/27	9/27	1		THU	1
PROGRAM : ELEMENTARY ORD COM1 : PROGRAM CHANGES SPOTS ARE BOOKED PLS ADV PART OF A MAKEGOOD MADE UP OF LINES 18-20												

8	E		730P-800P	30		\$200.00	9/8	9/8	1		SAT	1
8	E		730P-800P	30		\$200.00	9/15	9/29	0		SAT	0

12	S		1000P-1100P	30		\$2,000.00	9/13	9/13	1		THU	1
12	S		1000P-1100P	30		\$2,000.00	9/27	9/27	0		THU	0

PROGRAM : THE MENTALIST
 CON COM1 : THE MENTALIST
 STATION MAKEGOOD OFFERS:
 M1 OK'D BUY#7 MISSED: SAT/700P-730P SEP15-SEP29 30S \$150.00 (AUG2/12)
 BUY#8 SAT/730P-800P SEP15-SEP29 30S \$200.00
 BUY#12 THU/1000P-1100P SEP27 30S \$2,000.00
 OFFER: SAT/700P-730P SEP15-SEP29 30S \$150.00 PLS ADVISE.
 & SAT/730P-800P SEP15-SEP29 30S \$200.00
 & THU/1000P-1100P SEP27 30S \$2,000.00
 CMT: PROGRAM CHANGES SPOTS ARE BOOKED PLS ADV

SEP/12 28800.00 OCT/12 \$150.00 CONTRACT TOTAL 28950.00
 TOTAL SPOTS 47

REP HEADLINE# 6260799
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
CHANGES
AUG2/12 16.23
*** WSPA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

MARKET TOTALS	\$228,200	WSFA	13%	WLOS	54%	WYFF	18%	WHNS	12%	WYCW	1%	WMYA	2%	CABL	0%
				WNEG	0%										

ACCURATE SHARES

SVC- NSI BOOKS- EST/ES
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US REP. # OFF. # SALESMAN #
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME LAURA BASSETT
3050 K ST NW, SALES PRSN WA- MICA HANSEN (H)

WASHINGTON, DC 20007

ORDER # CONTRACT # 6260799 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1536 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP4/12 OCT1/12 WK-4

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG2/12 08.22

REP: NEW ORDER
TTL 28950 @ 47X
PLS CFM
THANKS, MIKE FOR MICA

STA: ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

CON CM ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

OBAMA FOR AMERICA

STATION MAKEGOOD OFFERS:
M1 UNRESL BUY#7 MISSED: SAT/700P-730P SEP15-SEP29 30S \$150.00 (AUG2/12)

BUY#8 SAT/730P-800P SEP15-SEP29 30S \$200.00

BUY#12 THU/1000P-1100P SEP27 30S \$2,000.00

OFFER: SAT/700P-730P SEP15-SEP29 30S \$150.00 PLS ADVISE.
& SAT/730P-800P SEP15-SEP29 30S \$200.00
& THU/1000P-1100P SEP27 30S \$2,000.00

CMT: PROGRAM CHANGES SPOTS ARE BOOKED PLS ADV CONTRACT TOTAL 28950.00
TOTAL SPOTS 47

REP HEADLINE# 6260799
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
AUG1/12 20.02
*** WSPA-TV ***

ADV # _____ ADV. NAME POLI/B OBAMA/D/PRE/US REP. # _____ OFF. # _____ SALESMAN # _____
AGY # _____ AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME LAURA BASSETT

3050 K ST NW, SALES PRSN WA- MICA HANSEN (H)
WASHINGTON, DC 20007

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PRDCT OBAMA FOR AMERICA EST#1536 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP4/12 OCT1/12 WK-4

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG1/12 20.02

REP: NEW ORDER
TTL 28950 @ 47X
PLS CFM
THANKS, MIKE FOR MICA

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SUITE 800
WASHINGTON, DC 20007
OBAMA FOR AMERICA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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1			1100A-1200N	30		\$225.00	9/4	9/28	2		TU-F	8
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AGENCY ADVERTISER CODE = 95
AGENCY PRODUCT CODE = 101
AGENCY EST# = 1536
PROGRAM : PRICE IS RIGHT
CON COM1: PRICE IS RIGHT

REP HEADLINE# 6260799
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP

AUG1/12 20.02
 *** WSPA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			730P-800P PROGRAM : SCENE ON 7 CON COM1: SCENE ON 7	30		\$250.00	9/4	9/28	2		TU-F	8
3			900A-1000A PROGRAM : DR. PHIL CON COM1: DR. PHIL	30		\$150.00	9/4	9/28	1		TU-F	4
4			1000P-1100P PROGRAM : BLUE BLOODS CON COM1: BLUE BLOODS	30		\$1,200.00	9/14	9/14	1		FRI	1
4			1000P-1100P	30		\$1,200.00	9/28	9/28	1		FRI	1
5			900P-1000P PROGRAM : CSI: NY CON COM1: CSI: NY	30		\$900.00	9/21	9/21	1		FRI	1
6			1200N-300P PROGRAM : SEC FOOTBALL CON COM1: SEC FOOTBALL	30		\$750.00	9/8	9/8	1		SAT	1
6			1200N-300P	30		\$750.00	9/22	9/22	1		SAT	1
7			700P-730P PROGRAM : ACCESS HOLLYWOOD CON COM1: ACCESS HOLLYWOOD	30		\$150.00	9/8	9/29	1		SAT	4
8			730P-800P PROGRAM : KING OF QUEENS CON COM1: KING OF QUEENS	30		\$200.00	9/8	9/29	1		SAT	4
9			1000P-1100P PROGRAM : THE MENTALIST CON COM1: THE MENTALIST	30		\$1,000.00	9/30	9/30	1		SUN	1
10			800P-900P PROGRAM : BIG BROTHER CON COM1: BIG BROTHER	30		\$1,700.00	9/9	9/9	1		SUN	1

15, 22, 29 - 7p News

15, 22, 29 Access & Kelly

1 No Change

REP HEADLINE# 6260799
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP

AUG1/12 20.02
 *** WSPA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
11			900P-1000P	30		\$1,300.00	9/23	9/23	1		SUN	1
PROGRAM : THE GOOD WIFE CON COM1: THE GOOD WIFE												
12			1000P-1100P	30		\$2,000.00	9/13	9/13	1		THU	1
12			1000P-1100P	30		\$2,000.00	9/27	9/27	1		THU	1
PROGRAM : THE MENTALIST CON COM1: THE MENTALIST												
13			800P-900P	30		\$2,500.00	9/18	9/25	1		TUE	2
PROGRAM : NCIS CON COM1: NCIS												
14			900P-1000P	30		\$1,900.00	9/11	9/11	1		TUE	1
PROGRAM : NCIS: LOS ANGELES CON COM1: NCIS: LOS ANGELES												
15			1000P-1100P	30		\$1,200.00	9/26	9/26	1		WED	1
PROGRAM : CSI CON COM1: CSI												
16			800P-900P	30		\$1,650.00	9/19	9/19	1		WED	1
PROGRAM : SURVIVOR CON COM1: SURVIVOR												
17			900A-1000A	30		\$150.00	9/10	10/1	1		MON	4
PROGRAM : DR. PHIL CON COM1: DR. PHIL												
SEP/12			28800.00			OCT/12						
												\$150.00

Elmendorf

CONTRACT TOTAL 28950.00
 TOTAL SPOTS 47

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AUG1/12 20.02
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:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

MARKET TOTALS \$228,200 WSPA 13% WLOS 54% WYFF 18% WHNS 12% WYCW 1% WMYA 2% CABL 0%
WNEG 0%

ACCURATE SHARES

SVC- NSI BOOKS- EST/ES

DEMOS- RA35+*